We claim:

1. A method of tracking consumer activity on a decentralized digital network comprising plural disparately located nodes each providing an associated interface, the method comprising:

(a) embedding distinctive foreign objects within interfaces provided by the plural network nodes;

(b) challenging a consumer to locate said embedded distinctive foreign objects by visiting the plural network node interfaces with a browsing device coupled to the network;

(c) tracking visitation by the consumer of said embedded objects via digital messaging exchanged over the digital network;

(d) recording information developed by said tracking step in a consumer profile database; and

(e) requesting compensation from the plural network nodes for each said visitation by the consumer.

2. The method of claim 1 further including registering the consumer over the digital network by requesting demographic information from the consumer for insertion into the database.

3. The method of claim 1 further including posting links to said plural network nodes on a marketing solutions provider website, and leading the consumer to the plural network nodes by encouraging the consumer to exercise the links.

4. The method of claim 1 wherein the tracking step includes transmitting a message from the plural network nodes to said database in response to indication that the consumer has located the embedded objects.

5. The method of claim 1 wherein the tracking step further comprises sensing, with said plural network nodes, whether the consumer selects the embedded objects to thereby indicate that the consumer has found the embedded objects.

6. The method of claim 1 further including giving the consumer an award based at least in part on the tracking step.

7. The method of claim 1 wherein the embedded foreign objects provide a designation of origin.

8. The method of claim 1 further including transmitting information from the consumer profile database to a selected network node visited by the consumer.

9. The method of claim 8 further including inserting the transmitted information into a form to thereby assist the consumer in conducting a transaction on the selected network node.

10. The method of claim 8 including conditioning said transmitting step on authorization by the consumer.

11. A system for tracking consumer activity on a decentralized digital network comprising plural disparately located nodes each providing an associated interface in which a distinctive foreign object has been hidden, the consumer using a browsing appliance coupled to the network to visit the plural network nodes, the system comprising:

a message receiver coupled to the network, said message receiver receiving messages over the network from any of the plural nodes indicating that the consumer has visited the node and located a distinctive foreign object hidden therein;

a database coupled to the message receiver, the database tracking which of the hidden objects the consumer has located; and

a reward arrangement that rewards the consumer based on the database contents

12. The system of claim 1 further including a registration arrangement coupled to the network the registration arrangement registering the consumer over the digital network by requesting demographic information from the consumer and inserting the requested information into the database.

13. The system of claim 1 further including a marketing solutions provider website coupled to the network, the website posting links to said plural network nodes that lead the consumer to the plural network nodes.

14. The system of claim 1 wherein the message receiver receives messages from the plural network nodes in response to indication that the consumer has located the embedded objects.

15. The system of claim 1 wherein the message receiver receives messages indicating whether the consumer selects the embedded objects at the plural nodes, to thereby indicate that the consumer has found the embedded objects.

16. The system of claim 1 wherein the embedded foreign objects provide a designation of origin.

17. The system of claim 1 further including a data transmitter that transmits information from the consumer profile database to a selected network node visited by the consumer.

18. The system of claim 17 wherein the data transmitter causes the transmitted information to be into a form to thereby assist the consumer in conducting a transaction with the selected network node.

19. The system of claim 17 including wherein the data transmitter is capable of conditioning the data transmission on authorization by the consumer.

20. A method of facilitating transactions over a decentralized digital network via at least one consumer's browsing appliance, the method comprising:

(a) acquiring information identifying a consumer;

(b) storing the acquired information in a database at a first network node;

(c) receiving, at the first node, a message indicating that the consumer wishes to conduct a transaction at a second node; and

(d) transmitting at least some of the stored information from the first node to the second node.

21. The method of claim 20 wherein the transmitting step is conditioned on the consumer's consent.

22. The method of claim 20 wherein the transmitting step includes:

transmitting the information to the consumer's browsing appliance; and

conditioning further transmission of the information to the second node on consumer action at the browsing appliance.

23. The method of claim 20 wherein the transmitting step includes at least partially filling in a form with the information, and transmitting the partially filled in form to the second node.